

MOBILE

Swarovski spans mobile, in-store for Fashion's Night Out style competition

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By TRICIA CARR

Precision-cut crystal maker Swarovski is tapping consumers' competitive spirit in its Fashion's Night Out campaign by hosting a street-style contest via the Instagram mobile application to be judged the night of the event.

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Luxury Daily

The brand chose mobile to host the bulk of "The Style Elite of FNO" national campaign that centers on a user-made look book created via an exclusive partnership with 52Grams, a mobile platform where brands can curate shoppable look books from Instagram images. Swarovski and style experts will judge the contest that evening and award winners with a piece from the fall/winter collection and a \$500 gift card.

"The strategy behind Swarovski's FNO plan is to engage with consumers in a fun and interactive way while positioning Swarovski as a fashion-forward, innovative jewelry brand," said James Ricci, vice president of marketing at [Swarovski](#) North America's Consumer Goods Business, Cranston, RI.

"We want to capitalize on the excitement of FNO while celebrating personal fashion and style," he said. "We are the exclusive fashion brand partnering with 52Grams for FNO and its unique capabilities help make our FNO program stand out.

“This year’s program is different because it has a large digital component which makes it much more interactive than what Swarovski has done for FNO in the past.”

Street style

Swarovski’s mobile contest requires consumers to submit an image of them during FNO Sept. 6 via the Instagram app using the hashtag #SwarovskiFNO.

The 52Grams look book will show all of the tagged images. If a user uploads an image of Swarovski jewelry, 52Grams will tag the image with a link to the item on Swarovski’s ecommerce site.

Embedded Video: <http://www.52grams.com/users/show/5ffm/2/2>

The Style Elite of FNO look book

The brand is bringing in a panel of judges that include Off Duty blogger Natalie Suarez and style expert Lindsay Albanese to decide the winners of the contest.

Consumers can win in different categories such as Best Fashion Statement and Best Arm Party. The winner in each category will receive the prize.

To drive foot traffic in its New York boutiques, Swarovski is hosting in-store contest entry parties at its 625 Madison Avenue and 696 Fifth Avenue locations. The brand’s style experts will be on-hand during the events.

At its Madison Avenue store, Swarovski will offer consumers who enter the contest an “Instaprint” of their Instagram photos.

Swarovski “style scouts” will go out on the street with crystallized iPhones and crystal tattoos to take pictures of consumers taking part in FNO. These will also be uploaded to Instagram with the hashtag.

Mobile movement

FNO requires luxury marketers to focus on the in-store experience.

However, the younger consumers who participate in the evening’s events are likely comfortable on the digital and mobile platforms.

Swarovski is upping its efforts by combining the physical and mobile marketing channels and giving its campaign a global reach.

“This program will distinguish Swarovski because it will allow us to reach consumers wherever they may be celebrating FNO,” Swarovski’s Mr. Ricci said.

“We will be hosting parties at two of our New York boutiques, but the Instagram component will help us connect with Swarovski consumers across the country,” he said.

The brand previously bridged the gap between physical and mobile brand presence for its Shanghai-based Sparkling Secrets exhibit.

Swarovski encouraged participation in the exhibit through the month of July using QR

codes and Chinese foursquare-esque mobile app Jiepang along with country-specific social media channels ([see story](#)).

Furthermore, Swarovski's FNO campaign is pushing mobile commerce to the global audience using Instagram and the 52Grams platform.

"The Instagram mobile app has quickly built a vast social network of people using photography in creative ways to report on their lives – what they experience and who they are," said Roeland de Jong, founder of [52Grams](#), Amsterdam.

"The creative and visual expression of what we experience and who we are perfectly corresponds with the way in which we use fashion to profile ourselves," he said.

"52Grams aims to take offline brand experiences to an online destination that allows spectators to take the inspiration of Instagram photography to a point of purchase online."

Final Take

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